



William Short, Executive Chairman, Ameriflex. Ameriflex is a leading provider of tax advantaged health care accounts, partnering with main street businesses across the country to incentivize employees to be smarter consumers of their health care. William will speak to the benefit of expanding health care price transparency and how modernizing tax-advantaged health care accounts for the working middle class can increase options and lower health care costs. He will also speak to the current barriers that small businesses and employees face when trying to effectively use their tax-advantaged health care accounts, including expanding to direct primary care (DPC) arrangements.